

TOURIST DEVELOPMENT COUNCIL MEETING
SUMMARY MINUTES
MARCH 11, 2004 – CENTRAL FLORIDA ZOO, SANFORD

MEMBERS PRESENT:

Diane Crews – Sanford Airport Authority
Frank Fry – Holiday Inn Altamonte
Penny Leffel – SpringHill Suites Sanford
M.M. “Red” McCullough – McCullough & Associates
Bruce Skwarlo – Orlando Marriott Lake Mary
Helen Stairs – Helen Stairs Theatre
Steve Wolfram – Council of Local Governments

MEMBERS ABSENT:

Pat Freeman – Altamonte Springs City Commission
Dick Van Der Weide - Board of County Commissioners

STAFF PRESENT:

Doug Barclay – Central Florida Sports Commission
Suzan Bunn – Seminole County CVB
Ann E. Colby – County Attorney’s Office
Cedar Hames – Paradise Adv. & Marketing
Jillian Koepke – Paradise Adv. & Marketing
Fran Sullivan – Seminole County CVB
Kathryn Townsend – Seminole County CVB

GUESTS:

Stephanie Andry – Residence Inn Altamonte Springs
Joan Breslin – SpringHill Suites, Sanford
Carol Brockington – Hampton Inn & Suites Lake Mary
Michael Broderick – Courtyard By Marriott
Cindy Collison – Hampton Inn & Suites Lake Mary
Alyssa Diaz – Hilton Garden Inn Lake Mary
Andrea Farmer – Central Florida Zoo
Cindy Gennell – Winter Springs
Linda Hoffman – Embassy Suites Orlando North
Robert Hopkins – Rivership Romance
Janet Labrada – Hilton Altamonte Springs
Joe Montisano – Central Florida Zoo
Jim Segal – Hilton Orlando Altamonte Springs
Jay Sheppard – Best Western Marina Hotel
David Steele – Comfort Inn Northeast Orlando
Jason Weeks – Altamonte Sports
Jim Wurzer – Courtyard By Marriott

CALL TO ORDER

With a quorum present the meeting was called to order at 12:35 p.m. by Red McCullough, Chair. Introductions followed. Joe Montisano, Zoo CEO, announced permitting is complete and construction of the educational complex/multi-use facility is scheduled to begin in about 30 days. This will triple the Zoo’s education capacity.

APPROVAL OF FEBRUARY 12, 2004 MINUTES

Pat Freeman's motion to approve the minutes of the February 12, 2004 meeting was seconded by Frank Fry and carried.

SPONSORSHIP APPLICATIONS

Got Milk? 3x3 Soccer Shootout – Doug Barclay explained this is a 2-day youth soccer event scheduled for August 2004. Estimated resort and sales tax recovery is \$13,687 with estimated economic impact of \$902K. Three-hundred teams are expected to participate. Brief discussion followed. Penny Leffel made a motion to approve staff recommendation of \$8,000. The motion was seconded by Diane Crews and carried unanimously.

United States Amateur Soccer Association National Cup – This adult amateur soccer event is also scheduled for August 2004. Approximately 800 room nights are projected. Estimated resort and sales tax recovery is \$21,311 and economic impact without multiplier is \$989,314. The event will be held simultaneously with the Annual General Meeting, which will bring an additional 500 business professionals to Seminole County. Steve Wolfram made a motion to approve the request for \$3,000. The motion was seconded by Pat Freeman and carried unanimously.

2004 NCAA Division II Nation Championships Festival – This is a 9-day collegiate event scheduled for May. The event includes men's and women's tennis, men's and women's golf, softball and women's lacrosse. Approximately 5,660 room nights are projected. Resort and sales tax recovery is \$33,690, and economic impact without multiplier is \$1.3 million. The Sports Commission has initiated several community projects related to the event. Excellent media exposure is expected. Bruce Skwarlo asked a question relative to Ann Colby's reference to a discrepancy in funding amounts in her review of the application. Kathryn Townsend responded an error on the project expense sheet had been corrected. Mr. Skwarlo also inquired about use of a golf course outside Seminole County. Doug Barclay explained it is virtually impossible to find a golf course that is willing to shut down to accommodate 142 men's golf participants for two days of practice and four days of competition. Doug affirmed the golfers are staying in Seminole County hotels. Only billboards outside Seminole County can be reimbursed. In reference to her memo Ann Colby stated handbooks are a reimbursable expense if they are sent out to solicit people to come to the tournament or distributed off-site to promote hotels, etc. This is a first-time event, and staff recommends funding at \$20,000. Steve Wolfram made a motion to approve the request for \$20,000. The motion was seconded by Pat Freeman and carried unanimously.

QUESTIONS/DISCUSSION ON STAFF REPORTS

Cedar Hames gave an update on activity since last month's meeting. He circulated several prototypes of the front cover of Florida Trend featuring Seminole County as "The Center of Central Florida – Florida's Best Choice for Meetings." Related inside stories feature our excellent meeting facilities for less in a natural setting. The magazine will be distributed to 650 top meeting planners for state associations in June. The July issue will feature a different cover with a similar central message. We will have one-page inserts in August and September. A copy of an ad currently running in the sports market was also circulated. A member observed the unique web site address in the ad, and Suzan Bunn explained each ad is coded for tracking purposes. The radio campaign for Jacksonville and newspaper campaign for Jacksonville, Tampa Bay, St. Augustine and other cities will begin in about 4 weeks. To drive weekend business we will promote an offer to stay one night and get a second night free. Anyone interested in participating may contact either Paradise Advertising & Marketing or the CVB. We are in need of new photography. A photo shoot is planned, but with our marginal budget we are seeking assistance from the industry in obtaining quality photography of the County. The deadline for participation in cooperative advertising programs (Visit Florida and MNI Magazine Network) has been extended to March 15. The agency is also looking for newsworthy public relations ideas.

Jillian Koepke reported she is working on two stories for *Florida Travel* as well as a story about Sanford Memorial Stadium. She is also writing copy for an editorial piece in *Senior Voice*. She will meet with the Orlando/Orange County CVB PR team on March 12 to get acquainted and brainstorm ideas about partnering, etc.

OLD BUSINESS -

Promotional Guidelines Revisions – The Chair thanked the guidelines review committee. Based on their input, Suzan Bunn presented a summation of their recommendations which include: higher emphasis on overnight visitor versus spectators; shorter time period for grantees to report and receive reimbursement; setting a time frame to consider the majority of applications as a group; higher room night requirement with a sliding scale; streamlined

internet marketing and additional required criteria including a marketing plan. Diane Crews objected to the first paragraph on page 3 of the application, which cautions applicants “not to contact any member of the Seminole County Board of County Commissioners or Tourist Development Council and to channel all contacts through the TDC Director’s office.” She felt strongly that limiting access to public or appointed officials is a violation of rights. Ann Colby explained this is an ethical consideration. If all parties do not have equal access to information it could result in prejudice or violation of the Sunshine Law or Public Records Act. It was decided to postpone further action on this item until Ms. Colby reviews the subject further. The Board will consider her recommendation at next month’s meeting. Suzan Bunn reviewed the minimum number of hotel room nights required based on requested dollar amount (sliding scale.) The maximum sponsorship for first-time events is \$5,000. She reminded members these are guidelines to establish standards, but they are not policy.

Art in Public Places – The Seminole County Arts Council has created a program to display art in County public buildings. A reception will be held to introduce the artists to the community. The County has created policy, and the Bureau will take charge of rotating the displays three times a year.

NEW BUSINESS – Jay Sheppard expressed disappointment in the 2004 Seminole County Visitors Guide. He commented the map on page 23 suggests there are only 3 things to do in Sanford. Suzan Bunn expressed agreement; but she informed members only 3 advertisers participated in this co-op ad, and it was their responsibility to proof and approve the final product.

GENERAL DISCUSSION/ANNOUNCEMENTS –

Red McCullough noted only 2 hotels reported the number of motorcycle clubs that stayed in Seminole County hotels during Bike Week. One of them provided vital information regarding states from which bikers came. Suzan Bunn added the Bureau is creating a campaign to bring more of these bikers to our area next year. Commissioner Van Der Weide suggested obtaining mailing lists from the various Harley Davidson chapters located all over the country. Penny Leffel observed an ad in our Visitors Guide for Pirate’s Dinner Adventure in Orlando and inquired if we are soliciting Orange County attractions. Suzan Bunn responded we will not advertise hotels from outside the area because that would be direct competition.

Renovation of the Rodeway Inn in Longwood is nearly complete. Red McCullough expressed amazement about the property’s improvements and changes.

Red McCullough circulated cards for staff members Karen Brown and Sharron Barnett. Karen’s father recently passed away suddenly, and Sharron recently had hand surgery.

Bruce Skwarlo encouraged hoteliers to participate in the complimentary FPIS brochure distribution program.

NEXT MEETING DATE AND LOCATION – April 8, 2004, SpringHill Suites, Altamonte Springs.

ADJOURNMENT - There being no further business, the meeting was adjourned by the Chair at 1:35 p.m. All were invited to stay for a ride on the Zoo’s new miniature train attraction.